

Message Text

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PAGE 01 HELSIN 00277 01 OF 02 101217Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----101356Z 123531 /11

R 101035Z FEB 77
FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 0975
INFO AMEMBASSY STOCKHOLM
AMEMBASSY OSLO
AMEMBASSY COPENHAGEN

UNCLAS SECTION 1 OF 2 HELSINKI 0277

E.O. 11652: N/A
TAGS: BEXP, AFSP, FI
SUBJECT: DRAFT CCP-78

REF: 76 STATE A-5960

1. HEREIN PROVIDED DRAFT SECTIONS II, III AND IV FOR CCP-78.
2. NUMBER OF CAMPAIGNS REDUCED TO THREE TO REFLECT TIME INVOLVED IN SPECIAL POST EFFORT NO. 1.
3. IN VIEW OF ECONOMIC CONDITIONS, WHICH WILL STILL BE POOR IN FY-78, PARTICULARLY FOR THE METAL INDUSTRY, AND IN VIEW OF PROBLEMS WITH PROMOTING BASIC EQUIPMENT IN TWO MAJOR INDUSTRIAL GROUPS, AS THE WOOD PROCESSING INDUSTRY HAS EXCELLENT CONTACTS WITH U.S., AND METAL INDUSTRY COMPANIES CONSIDER U.S. EQUIPMENT IN MANY CASES TOO SOPHISTICATED AND EXPENSIVE FOR THEIR NEEDS, WE PREFER A CAMPAIGN FOCUSING ON "PERIPHERALS/ FOR A BROAD RANGE OF INDUSTRIAL USES, AS NOTED ON CAMPAIGN NO.3, INSTEAD OF FOCUSING ON EITHER THE METALWORKING OR WOOD PROCESSING INDUSTRIES AS SUCH.

4. SECTION II, PERSONNEL RESOURCES LIST GENERAL PROGRAM
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FSO-3 ECONOMIC/COMMERCIAL COUNSELOR MATTHEW T. LORMIER
FSO-5 COMMERCIAL OFFICER
FSL-8 COMMERCIAL SPECIALIST FRANS CARREGUI
FSL-7 COMMERCIAL SPECIALIST KAI SARPARANT
FSL-7 ECONOMIC SPECIALIST ALLAN SEPPALA
FSL-6 ECONOMIC SPECIALIST CARITA TEPERI
FSL-4 COMMERCIAL CLERK/SECRETARY SAGA VALIKANGAS

FSL-4 COMMERCIAL CLERK TARJA LAHTINEN
CONTRIBUTORY PERSONNEL
FSIO-2 PAO ROBERT VOTH (5 PERCENT)
FSO-8JR. OFFICER MARTIN BRENNAN (25PERCENT)
FSS-5 REGIONAL SECRETARY GRACE TEIR (FIFTEEN PERCENT)

5. CAMPAIGN NO. 1. PRIORITY NO. 1.

CAMPAIGN TITLE: COMPUTERS AND PERIPHERAL EQUIPMENT
(INCLUDING PROCESS CONTROL APPLICATIONS)
CAMPAIGN MANAGER: COMMERCIAL OFFICER
OBJECTIVE AND RATIONALE:THE USE OF COMPUTERS IN DATA
PROCESSING AND INDUSTRIAL PROCESS CONTROL IS EXPANDING
RAPIDLY IN FINLAND, TO THE EXTENT THAT SOME SPECIALIZED
APPLICATIONS ARE BEING EXPORTED. STRUCTURAL CONDITIONS
SHOULD SUSTAIN MARKET GROWTH, WITH THE POTENTIAL MARKET
FOR U.S. EQUIPMENT GROWING FROM SOME \$40 MILLION TO
\$60 MILLION OVER THE NEXT FEW YEARS. A SHIFT IN MARKET
DEMAND AWAY FROM CENTRALIZED UNITS TOWARD MINI SYSTEMS,
MORE EFFECTIVE IN WIDESPREAD USE OF PERIPHERALS, AND
MICROPROCESSORS FOR SPECIFIC APPLICATIONS SHOULD ENHANCE
OPPORTUNITIES FOR SMALLER U.S. PRODUCERS.

CAMPAIGN ACTIONS:

- A.FOLLOW-UP ON FINNISH VISITORS TO NCC-77
- B. FOLLOW-UP ON OR PROMOTE FINNISH ATTENDANCE AT STC
EXHIBITION AUTUMN -77
- C.UPDATE MARKET RESEARCH
- D. VISIT FIRMS TO DEVELOP TRADE OPPORTUNITIES
 - A) PRODUCERS, SOFT-WARE DEVELOPERS (6)
 - B) END-USERS (4)

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6. CAMPAIGN NO. 2. PRIORITY NO. 4.

CAMPAIGN TITLE: ELECTRONICS (COMPONENTS, PRODUCTION
EQUIPMENT)
CAMPAIGN MANAGER: FRANS CARREGUI
OBJECTIVE AND RATIONALE: THE ELECTRONICS FIELD OFFERS
CERTAIN OPPORTUNITIES THAT ARE NOT FULLY MATURE. THE
COMPONENTS AREA IS A SOLID MARKET, WITH GROWTH POTENTIAL
FOR U.S. PRODUCTS DESPITE COMPETITION. PRODUCTION AND
TEST EQUIPMENT IS A LIMITED MARKET IN FINLAND, BUT WITH
DEFINITE POTENTIAL, AS EFFORTS ARE BEING MADE, IN PUBLIC
AND PRIVATE FIRMS,TO DEVELOP NEW PRODUCTS. IT IS
GENERALLY BELIEVED THAT FINLAND'S SMALL, BUT SKILLED
INDUSTRIAL BASE IS WELL SUITED TO ELECTRONICS PRODUC-
TION, AT LEAST IN SPECIAL FIELDS, BUT ECONOMIC CONDI-
TIONS HAVE DELAYED DEVELOPMENTS. AN ASSESSMENT OF THE
GROWTH POTENTIAL OF THE FINNISH ELECTRONICS INDUSTRY
WILL BE AN IMPORTANT FEATURE OF THIS CAMPAIGN.
CAMPAIGN ACTIONS:

A. PROMOTE AND FOLLOW-UP ON STC EXHIBITIONS
B. DEVELOP CONTACT WITH FIRMS, PARTICULARLY NEWER FIRMS,
TO DEVELOP TRADE OPPORTUNITIES (10)
C. ASSESS DEVELOPMENTS IN ELECTRONICS FIELD, PARTICULARLY PROSPECTS FOR FINNISH PRODUCTION, WITH VIEW
TOWARD U.S. PARTICIPATION IN HELSINKI TECHNICAL FIAR
EXHIBITION ON THIS THEME IN 1979 OR THEREAFTER.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----101355Z 124453 /41

R 101035Z FEB 77
FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 0976
INFO AMEMBASSY STOCKHOLM
AMEMBASSY OSLO
AMEMBASSY COPENHAGEN

UNCLAS SECTION 2 OF 2 HELSINKI 0277

7. CAMPAIGN NO. 3. PRIORITY NO.5.
CAMPAIGN TITLE: PRODUCTION SUPPORT EQUIPMENT: EMPHASIS
ON PAPER/PULP AND METAL INDUSTRIES
CAMPAIGN MANAGER: COMMERCIAL OFFICER
OBJECTIVE AND RATIONALE: THE WOOD PROCESSING INDUSTRY
AND THE METALWORKING INDUSTRY PRODUCE OVER 80 PERCENT
OF FINNISH EXPORT RECEIPTS, AND EMPLOY ALMOST ONE-HALF
OF THE WORKING POPULATION. BOTH INDUSTRIES NEED TO
MAINTAIN HIGH TECHNOLOGICAL LEVELS, AND FACE PROBLEMS
OF COSTS, OF RAW MATERIAL AND LABOR RESPECTIVELY,
THAT CAN BE ALLEVIATED BY AUTOMATED PRODUCTION SYSTEMS.
THE MAJOR PRODUCT CATEGORIES IN THIS CAMPAIGN ARE
INDUSTRIAL PROCESS CONTROL, INCLUDING NUMERICALLY-
CONTROLLED EQUIPMENT, INDUSTRIAL SAFETY EQUIPMENT AND
MATERIALS HANDLING EQUIPMENT.
CAMPAIGN ACTIONS:
A. SUPPORT AND FOLLOW-UP ON STC EXHIBITIONS IN THESE
PRODUCT AREAS
B. SELECT ONE U.S. TRADE SHOW IN THIS AREA FOR PROMOTION
VIA THE FBP.
C. VISIT FIRMS TO DEVELOP TRADE OPPORTUNITIES (10).

8. SPE NO. 1 SUPPORT STOCKHOLM TRADE CENTER, PRIOTIY
NO. 2.
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PRIMARY RESPONSIBILITY: FRANS CARREGUI
DESCRIPTION/JUSTIFICATION: FINLAND IS NOT ONE OF THE
PRIORITY TARGETS FOR U.S. EXPORTERS, AS THE MARKET SIZE
DOES NOT STIMULATE EXTENSIVE PRIVATE PROMOTION OF U.S.
PRODUCTS. THE STOCKHOLM TRADE CENTER IS THE MOST
USEFUL EXHIBITION VEHICLE AVAILABLE TO SIMULTANEOUSLY
REACH THE FINNISH MARKET AND TO ATTRACT THE U.S. EX-
PORTER. PROMOTION OF EXHIBITIONS NOT CORRESPONDING
OT OUR CAMPAIGNS, WHICH INCLUDES THE MAJORITY OF STC
SHOWS, PAYS DIVIDENDS AND CONTRIBUTES TO OTHER GENERAL
COMMERICAL INFORMATION GATERHING ACTIVITIES.
ACTION TO BE TAKEN: MANAGER WILL MAINTAIN CONTACT
WITH STC PERSONNEL OR CONTRACTOR REGARDING PROMOTION
OF STC SHOWS.
B. MANAGER WILL SUPERVISE DISTRIBUTION OF STC PROMOTION
MATERIAL AND FOLLOW-UP CONTACTS WITH FINNISH FIRMS.
C. MANAGER WILL MAINTAIN CONTACT WITH LOCAL TRAVEL
AGENCY, TRAVEK, TO DEVELOP GROUP TRAVEL PROGRAMS.
D. MANAGER WILL REPORT ANY POST-SHOW INFORMATION
TO STC AS NEEDED.

9. SPE NO. 2 COMMERCIAL PRESENCE, PRIORITY NO. 3
PRIMARY RESPONSIBILITY: COMMERCIAL OFFICER
DESCRIPTION/JUSTIFICATION: THE U.S. COMMERCIAL PRESENCE
HAS DECLINED IN RELATIVE TERMS IN THE PAST DECADE, AS
FEW FIRMS OPEN NEW OFFICES AND MUCH OF THE "AMERICAN"
EQUIPMENT IS SUPPLIED FROM EUROPEAN-BASED SOURCES
(MNC'S OR BY LICENSE). THE VISIBILITY OF EASTERN
EUROPEAN SUPPLIERS HAS INCREASED, AND WITH TRADE AGREE-
MENTS, THAT OF EC MEMBERS HAS AS WELL. AN "IMPACT"
PROJECT IS NEEDED, TO REKINDLE, IN FINNISH BUSINESS,
INTEREST IN DIRECT TIES WITH THE UNITED STATES, AND
TO DEMONSTRATE THE PRODUCTS AND CAPABILITIES OF
SMALLER AMERICAN FIRMS. A USDOC OR STC PARTICIPATION
IN THE SEPTEMBER 1978 TECHNICAL TRADE FAIR, UTILIZING
A VTR/ CATALOG SHOW ON MACHINE TOOLS, AS WELL AS
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CATALOGS FOR OTHER INDUSTRIAL ASSEMBLY AND PROCESS
CONTROL THEMES WOULD BE BENEFICIAL TO OTHER COMMERICAL
ACTIVITIES AND TO THE E/C EFFORT OVERALL.
ACTIONS TO BE TAKEN:

A. UPON INSTRUCTIONS, CONTACT FINNISH FAIR CORPORATION.

10. SPENO. 3 INVESTMENT/LICENSING, PRIORITY NO. 6.

PRIMARY RESPONSIBILITY: COMMERCIAL OFFICER

DESCRIPTION/JUSTIFICATION: FINLAND IS A SMALL COUNTRY, DEPENDENT UPON TRADE, AND IS FACED WITH AN UNCERTAIN FUTURE GROWTH PATTERN. BOTH PRODUCING FIRMS AND ENGINEERING/CONTRACTING FIRMS ARE FACING COMPETITION IN THEIR TRADITIONAL MARKETS, AS WELL AS FACING THE NEED TO DEVELOP NEW MARKETS. FOR SOME, THEIR SIZE IS INADEQUATE FOR INTERNATIONAL BUSINESS, FOR OTHERS THEY MUST TAKE PART SHARES IN PROJECTS OR MARKETS. POSSIBILITIES FOR INVESTMENTS AND LICENSING APPEAR PROMISING AS THESE FIRMS DEVELOP.

ACTIONS: A. DEVELOP CONTACT WITH ENGINEERING AND CONTRACTING FIRMS TO INVESTIGATE THEIR MARKET INTERESTS AND NEEDS.

B. REPORT ON ACTION NO. 1 PARTICULARLY IN COMMERCE AMERICAN AND THROUGH OTHER DEPARTMENT OF COMMERCE MEDIA, STIMULATE US-FINNISH TRADE CONTACTS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Disposition Reason:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: HELSINKI
Handling Restrictions: n/a
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Office: ACTION COME
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-5960
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3356753
Secure: OPEN
Status: NATIVE
Subject: DRAFT CCP-78
TAGS: BEXP, AFSP, FI
To: STATE
Type: TE
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009